

METHOD AND APPARATUS FOR ANONYMOUS DATA PROFILING

ABSTRACT OF THE DISCLOSURE

A method for a consumer to provide himself with timely and appropriate marketing data while remaining anonymous to the sources of the marketing data is described. The method includes self-generating an anonymous consumer profile for the consumer, providing access to the anonymous consumer profile to one or more entities, and receiving marketing data from the entities based on the anonymous consumer profile. The method also includes providing feedback on the received marketing data, the feedback becoming a part of the anonymous consumer profile, and repeating the receiving marketing data and providing feedback steps.